

CONNECTED TV

Reach today's engaged audiences in the living room big screen like never before.

What is Connected TV?

Connected TV (CTV)

Any type of TV screen that can stream digital video, whether through a built-in Smart TV platform, dedicated streaming device, or game console.

Over-the-Top (OTT)

TV content accessed through the internet, without going through a cable or satellite set-top box. This is not exclusive to TV, but also includes TV content delivered to desktop web, mobile web, and mobile app formats. Watching Netflix or Hulu on a laptop browser is considered OTT.



Why Connected TV?

1. Target Key Demographics

Publishers craft deals on a network or channel basis to hone in on specific genres and categories among other targets.

2. Reach Audiences Across Devices

SmartTVs, connected devices, and game consoles supported with inventory from Roku, Chromecast, AppleTV, AmazonFire, Xbox, and much more.

3. Seamless Creative Setup and Execution

Use your linear video assets across all devices and operating systems. Videos must be 15 second or 30 second MP4, MPV or VAST creatives with a minimum resolution of 1280x790.

4. Access TV-Quality Full Episode Content

Follow your audiences' eye balls and reach them when they are most attentive in front of a big screen television or other connected device.

Why Choose Us?

ExactDrive provides access to premium CTV and OTT inventory without minimums, while utilizing industry-leading ad traffic quality and safety tools.

Please email Support@exactdrive.com with questions and inquiries.